

B2B SEARCH ENGINE MARKETING CASE STUDY

Integrated SEO & PPC Campaign for Bishop's Move



Bishop's Move is the largest family owned removal business in the UK. Established by J.J. Bishop over 150 years ago, the 6th generation of the Bishop family continue to set the standard for business removal and storage firms everywhere. Their service extends throughout the UK, Europe and worldwide. SiteVisibility have been working with Bishop's Move since 2007 to increase the quality and quantity of new business leads from the highly important digital channel.

Our Brief:

Our brief is to take the Bishop's Move brand to a wider audience online thereby generating new business leads in the areas of UK, European and International removals, corporate relocation and self-storage in an increasingly competitive market. Using an integrated mix of PPC, SEO, Social Media and Online PR, we take full responsibility for all aspects of Bishop's Move's online presence.

Our Strategy:

The overall objective is to deliver high converting leads for each of the three business areas for whom separate bespoke campaigns are planned and reported on.

- ✿ To research and identify potentially lucrative traffic driving keywords and optimise the website for them.
- ✿ Link-building following rigorous competitor back-link analysis.
- ✿ Creative THEME based SEO campaigning
- ✿ Management and optimisation of the Adwords campaign to increase reach and reduce cost.
- ✿ Creation and optimisation of targeted landing pages to increase conversion

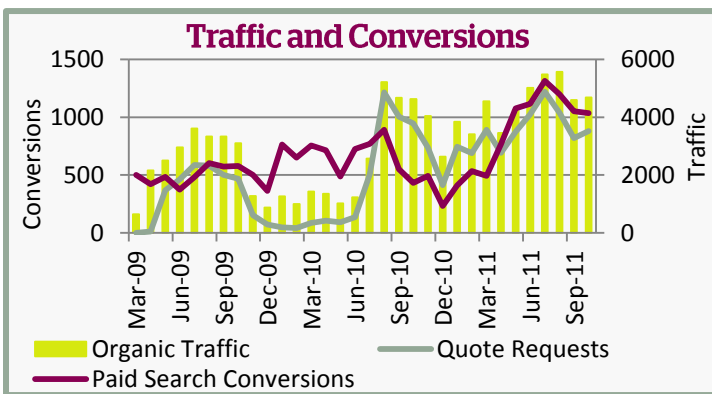
Campaign Results:

Since 2009, the integrated search campaign has seen overall:

- ✿ For every £1 spent with SiteVisibility, Bishop's Move received £54.49 back.
- ✿ A 5,895% increase in traffic for keyword "removal companies"; 4,200% increase for "removal companies UK"; and 2076% increase for "removal company".
- ✿ 117% increase in visits, with an increase of 125% in page visits.
- ✿ A 14% reduction in the bounce rate.

During 2011, the success continues:

- ✿ 168 Keywords are now ranking on page one.
- ✿ 121% increase year on year (2011 vs. 2010) search traffic.
- ✿ 95% increase in traffic non-branded keyword traffic.
- ✿ 62% year on year increase in non-branded keywords sending traffic to the site.
- ✿ 50% increase in overall conversions



Testimonial

"We are extremely happy with the results. SiteVisibility clearly understand our business objectives. They are proactive, flexible and responsive to our needs. They have been so successful I've had to employ a new customer service team to deal with all of the leads."

Chris Marshall
Sales and Marketing Director,
Bishop's Move

We can do the same for you:

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